

Re: SP & SPII docs - Invitation to collaborate

Subject: Re: SP & SPII docs - Invitation to collaborate
From: Ellen Riotto <ellen@southpark.la>
Date: 05/09/2017 05:01 PM
To: Tara Devine <tara@devine-strategies.com>
CC: Katie Kiefer <katie@southpark.la>, Robert Buente <bbuente@1010dev.org>

Let's hold Friday at 2pm, but if Thursday is possible, that's my preference.

Looking forward to your email containing instructions on how to prepare.

From: Tara Devine <tara@devine-strategies.com>
Date: Tuesday, May 9, 2017 at 4:53 PM
To: Ellen Riotto <ellen@southpark.la>
Cc: Katie Kiefer <katie@southpark.la>, Robert Buente <bbuente@1010dev.org>
Subject: Re: SP & SPII docs - Invitation to collaborate

Ellen:

The master petition file merge and review requires a substantial block of our time. It is very important that we render them accurately. We also prep the mailing labels and must review them for accuracy, too. We do not delegate this task as we are responsible for its accuracy. We will give you the information/opportunity to proceed with all other aspects of petition packet production over the next two days.

Friday afternoon is now the first opening I have to provide the training on assembling the packets. Please advise me if you would like me to hold the date. I am open 2 pm and after (into the early evening is fine as well.) I have a tentative meeting set for Thursday afternoon, but if it does not materialize, I will advise. I have a board meeting and related tasks to prepare for another client for Friday morning, so I cannot commit to preparing your petition file this week. First, I must prioritize the review of your docs you sent today -- and getting you a couple of ours that you need to begin printing now (large print jobs.) I believe you will find that there is ample other work to be done between now and Monday to prepare the packets. We outlined this in our 3-hour meeting several months ago, but I will also send some specific instructions/guidelines later today via email on what you can do to prepare. This will include the office supplies you should obtain for the mailing.

The master petition file will be less than 2000 pages, and you will need only one copy of the doc for the mailing. There will be a companion file of mailing labels. Compared to the other print jobs you'll be running, it is not substantial. I would focus on preparing all other aspects of preparing the petition packets and attempting to complete those so the petitions can be inserted as soon as we complete them. As mentioned above, I will forward a more detailed explanation of the prep you should undertake over the next two days until we meet. I prefer to furnish this information in writing.

Bob:

I'll leave you cc'd on these emails, but if at some point it becomes TMI, just let me know!

Warmest regards,

TARA DEVINE

DEVINE STRATEGIES

645 West Ninth St., #110-293
Los Angeles, CA 90015

310.430.5121

tara@devine-strategies.com <<mailto:tara@devine-strategies.com>>

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On Tue, May 9, 2017 at 2:54 PM, Ellen Riotto <ellen@southpark.la <<mailto:ellen@southpark.la>>> wrote:

We're prepared to drop everything and make the petition preparation our sole priority. By this I mean we can take on the printing of petitions if you could guide us through the process. Where does the master petition file come from? What does it entail to prepare that? Is this something that my team can handle? What do you use to merge?

I'd love to jump on a quick call so I know what the next steps look like and can offer the BID's resources.

Thanks,

Re: SP & SPII docs - Invitation to collaborate

Ellen

From: Tara Devine <tara@devine-strategies.com <<mailto:tara@devine-strategies.com>> >
Date: Tuesday, May 9, 2017 at 2:47 PM
To: Ellen Riotto <ellen@southpark.la <<mailto:ellen@southpark.la>> >
Cc: Katie Kiefer <katie@southpark.la <<mailto:katie@southpark.la>> >, Robert Buente <bbuente@1010dev.org <<mailto:bbuente@1010dev.org>> >

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As I believe I discussed during our very first briefing on renewal, I come to the BID office and meet with any and all staff (including any interns) who will be involved in petition packet (print or e-copy) and explain everything at once. I have learned that packet assembly is best gone over in person (not by phone) as it is fundamentally a visual task. It is also best if everyone is on the same page and can benefit from the answers I give to all questions asked.

We should have all documents finalized before this meeting occurs. I have already contacted the City to verify that the two that come from them have not changed, and am awaiting their reply. Let's set a tentative meeting for Thursday or Friday afternoon. I believe all documents should be final by then, excepting the master petition file, which we will likely need the weekend to prepare. We have 2000+ petitions, and the merge is not fully automated due to the format the City uses and the nature of ownerships.

On Tue, May 9, 2017 at 2:33 PM, Ellen Riotto <ellen@southpark.la <<mailto:ellen@southpark.la>> > wrote:

Please see attached for cover letter and 1-pager.

Right now my number 1 priority is a quick turnaround. I'd appreciate jumping on a call to discuss how to print petitions. Please let me know when you have time today for that call.

Thanks,

Ellen

From: Tara Devine <tara@devine-strategies.com <<mailto:tara@devine-strategies.com>> >
Date: Tuesday, May 9, 2017 at 2:23 PM
To: Ellen Riotto <ellen@southpark.la <<mailto:ellen@southpark.la>> >
Cc: Katie Kiefer <katie@southpark.la <<mailto:katie@southpark.la>> >
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February. At petition stage, we typically prep a master PDF that contains all of the docs we provided in this example in

We call it the

"

BID renewal epacket,

"

and

you/

we end up emailing it a lot to owners who can't locate their mailed packet

or prefer handling docs digitally

. It is accompanied by the owner's petition (

you/

we cull individual PDFs from the master petition file PDF as needed.)

Re: SP & SPII docs - Invitation to collaborate

We have not seen drafts or finals for any of the docs the BID has produced

. W

e

suggest

ed

a

cover letter and 1-page

double-sided

achievements/promo

piece

(this one piece printed in color if feasible) but

t

it is up to you.

Kindly forward drafts for our review (asap) or finals (

no later than Friday) for epacket prep. We will furnish the epacket to you as well.

We also recommend printing petitions on medium/bright YELLOW paper. This helps the most important document in the packet stand out, yet still scans like plain white paper. (You scan and submit signed petitions to Clerk, and retain originals in your files.) We like Neenah Astrobrights Solar Yellow 24lb., but it is your choice.

Also, please advise

me

if the BID has licensed Adobe Acrobat software that allows you to edit PDFs (as opposed to Reader.)

We do, and can cull individual petitions for you, but you may find it helpful to have the ability to do this in-house as well.

On Feb 21, 2017 9:20 PM, "Ellen Riotto" <ellen@southpark.la <<mailto:ellen@southpark.la>> > wrote:

Thank you!

From: "Tara Devine (via Google Drive)" <drive-shares-noreply@google.com <<mailto:drive-shares-noreply@google.com>> >
Reply-To: Tara Devine <tara@devine-strategies.com <<mailto:tara@devine-strategies.com>> >
Date: Tuesday, February 21, 2017 at 7:30 PM
To: Ellen Riotto <ellen@southpark.la <<mailto:ellen@southpark.la>> >
Cc: "southparkbid@gmail.com <<mailto:southparkbid@gmail.com>> " <southparkbid@gmail.com <<mailto:southparkbid@gmail.com>> >, Katie Kiefer <katie@southpark.la <<mailto:katie@southpark.la>> >
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Tara Devine <<mailto:tara@devine-strategies.com>> has invited you to contribute to the following shared folder:

<https://ssl.gstatic.com/docs/documents/share/images/services/folder-3.png>

SP & SPII docs <https://drive.google.com/drive/folders/0B-0YeQrhQ5AzWWE5WTNvWEYzeEE?usp=sharing_eil&invite=CLjuj-wN&ts=58ad05e6>

<https://drive.google.com/c/u/0/photos/public/AIbEiAIAABEC0algorehpXfkwEiC3ZjYXJkX3Bob3RvKig1NzY5NDY0ZjMzNzczMGMSYjI1MwJlMwJmZWFnNzkxYWxZWl0YzVlMAE9Z9t0vCD1fbgr9MLTUQRcOVNmXw>
I have updated the Google Drive as follows:

1) I noticed that southparkbid@gmail.com <<mailto:southparkbid@gmail.com>> had only viewing access. I have added editing/organizing access.

2) I have uploaded the petition packet docs for SPII individually. The "Who Can Sign" I only have in PDF format - I believe it was created by the City. The cover letter, FAQ and promo piece are now available in the folder as Word files.

Open <https://drive.google.com/drive/folders/0B-0YeQrhQ5AzWWE5WTNvWEYzeEE?usp=sharing_eip&invite=CLjuj-wN&ts=58ad05e6>

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This email grants access to this item. Only forward it to people you trust.

Google Drive: Have all your files within reach from any device.
Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA

[<https://drive.google.com>](https://drive.google.com)